

**IN THE CLAIMS**

1. (Currently Amended) A pavement tape for conveying information when affixed to pavement, said pavement tape comprising an a continuous elongated flexible tape body comprising front and rear faces, said front face comprising at least one symbol that conveys information, wherein the front and rear faces to do not overlap an end of the continuous elongated flexible tape body.

2. (Original) The pavement tape of claim 1 wherein said rear face comprises an adhesive for bonding said pavement tape to pavement.

3. (Original) The pavement tape of claim 2 further comprising a flexible release tape, one face of which is releasably bonded to said adhesive.

4. (Original) The pavement tape of claim 1 further comprising a flexible protective tape, one face of which is releasably bonded to said front face of said pavement tape.

5. (Original) The pavement tape of claim 1 wherein said at least one symbol conveys commercial information.

6. (Original) The pavement tape of claim 1 wherein said tape is from about 6 to about 12 inches in width.

7. (Original) The pavement tape of claim 1 wherein at least part of said at least one symbol is reflective.

8. (Original) The pavement tape of claim 1 wherein at least part of said front face is reflective.

9. (Original) The pavement tape of claim 1 wherein said at least one symbol is formed as a perforation extending at least partly from said front face to said rear face of said tape body.

10. (Original) The pavement tape of claim 1 further comprising a mask tape, said mask tape comprising a flexible mask tape body having front and rear mask faces and at least one symbol formed as a perforation extending from said front mask face to said rear mask face, said rear mask face of said mask tape being bonded to said front face of said pavement tape.

11. (Original) The pavement tape of claim 1 further comprising at least one railing attached to the pavement and protecting at least one edge of said pavement tape.

12. (Currently Amended) A pavement tape for conveying commercial information when affixed to pavement, said pavement tape comprising an a continuous elongated flexible tape body comprising front and rear faces, said front face bearing at least one symbol that conveys commercial information and said rear face comprising an adhesive for bonding said pavement tape to pavement, wherein the front and rear faces to do not overlap an end of the continuous elongated flexible tape body.

13. (Original) The pavement tape of claim 12 further comprising a flexible protective tape, one face of which is releasably bonded to said front face of said pavement tape.

14. (Original) The pavement tape of claim 13 further comprising a flexible release tape, one face of which is releasably bonded to said adhesive.

15. (Original) The pavement tape of claim 14 wherein said tape is from about 6 to about 12 inches in width.

16. (Original) The pavement tape of claim 13 wherein at least part of said at least one symbol is reflective.

17. (Original) The pavement tape of claim 13 wherein at least part of said front face is reflective.

18. (Original) The pavement tape of claim 13 wherein said at least one symbol is formed as a perforation extending at least partly from said front face to said rear face of said tape body.

19. (Currently Amended) The pavement tape of claim 11 12 further comprising at least one railing attached to the pavement and protecting at least one edge of said pavement tape.

20-27. (Cancelled)

28. (New) A pavement tape comprising:  
a continuous elongated flexible unitary tape body including a front face and a rear face;

the rear face configured to be affixed to a durable surface of a road or walkway; and  
the front face bearing at least one symbol that conveys information to persons  
traveling over the road or walkway.

29. (New) The pavement tape of claim 28, wherein said rear face comprises an adhesive for bonding said pavement tape to the durable surface of a road or walkway.

30. (New) The pavement tape of claim 29, further comprising a flexible release tape, one face of which is releasably bonded to said adhesive.

31. (New) The pavement tape of claim 28, further comprising a flexible protective tape, one face of which is releasably bonded to said front face.

32. (New) The pavement tape of claim 28, wherein said at least one symbol conveys commercial information.

33. (New) The pavement tape of claim 28, wherein said continuous elongated flexible unitary tape body is from about 6 to about 12 inches in width.

34. (New) The pavement tape of claim 28, wherein one or more of at least part of said at least one symbol and said front face is reflective.

35. (New) The pavement tape of claim 28, wherein said at least one symbol is formed as a perforation extending at least partly from said front face to said rear face.